



# **JAPAN MEDIA LANDSCAPE**

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# Country Overview

THIRD LARGEST ECONOMY IN THE WORLD



**CAPITAL**  
**Tokyo**

**REGION**  
**Asia**

**GDP PER CAPITA, PPP**  
**\$44,246**

**GDP**  
**\$5.0 trillion**

**POPULATION**  
**126,529,100**

**AREA**  
**377,915 SQ.KM**

The country's historical cities, world-renowned cuisine and geographic beauty make it a popular destination for more than 40 million tourists each year.

About 80 percent of Italy's population is Christian, with most people identifying as Roman Catholic. But about 20 percent of people claim to be atheist or agnostic.

Italy's main exports are machinery and transport equipment, chemicals, apparel and wine.

# Media Consumption

## TV IS THE MOST CONSUMED TRADITIONAL MEDIA

Share of Average Daily Time Spent with Media in Japan,  
2018-2022  
*% of total*

	2018	2019	2020	2021	2022
<b>TV*</b>	<b>46.3%</b>	<b>45.8%</b>	<b>45.5%</b>	<b>44.9%</b>	<b>44.3%</b>
<b>Digital</b>	<b>42.5%</b>	<b>43.2%</b>	<b>44.0%</b>	<b>44.9%</b>	<b>45.6%</b>
—Mobile (nonvoice)	26.2%	27.3%	28.0%	28.9%	29.4%
—Desktop/laptop**	16.3%	16.0%	16.0%	16.0%	16.3%
<b>Radio*</b>	<b>6.0%</b>	<b>5.9%</b>	<b>5.7%</b>	<b>5.6%</b>	<b>5.5%</b>
<b>Print*</b>	<b>5.2%</b>	<b>5.0%</b>	<b>4.8%</b>	<b>4.7%</b>	<b>4.6%</b>
—Newspapers	3.7%	3.5%	3.4%	3.3%	3.2%
—Magazines	1.5%	1.5%	1.4%	1.4%	1.4%
<b>Total</b>	<b>7:17</b>	<b>7:23</b>	<b>7:36</b>	<b>7:44</b>	<b>7:52</b>



The largest share of time  
is spent with TV.



Digital is in a neck-to-neck battle  
with TV to become the most  
consumed media.



A declining readership of print  
but a loyal core audience.



Almost 26 minutes are spent  
listening to radio everyday.

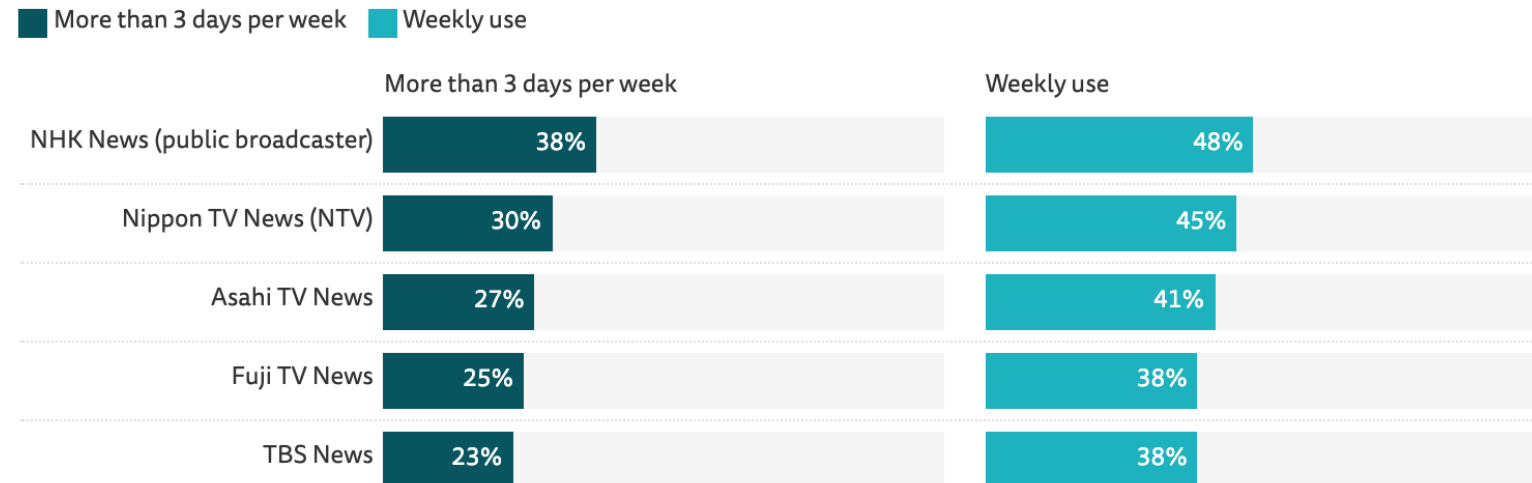
# TV Consumption

THE TOP STATIONS PROVIDE THE HIGHEST REACH BY ANY MEDIA IN JAPAN

## TOP BRANDS - WEEKLY REACH

TV, RADIO, PRINT

*Japan*



- There are five major private broadcasters: NTV, TBS, Fuji, TV Asahi and KTV.
- One major public broadcaster: NHK

# TV Consumption

COMMANDS THE LARGEST SHARE OF TIME SPENT ON MEDIA CONSUMPTION IN JAPAN



NHK is Japan's national broadcasting organizations. It operates two terrestrial television channels and four satellite television channels.



A Japanese television network organized by The Yomiuri Shimbun Holdings through its subsidiary NTV. NTV feeds entertainment and other non-news programming over NNS to 29 affiliated stations.



TV TOKYO Corporation is a leading Japanese content producer and broadcaster with strength in animation. A major TV station, it is the flagship station of the TXN Network.

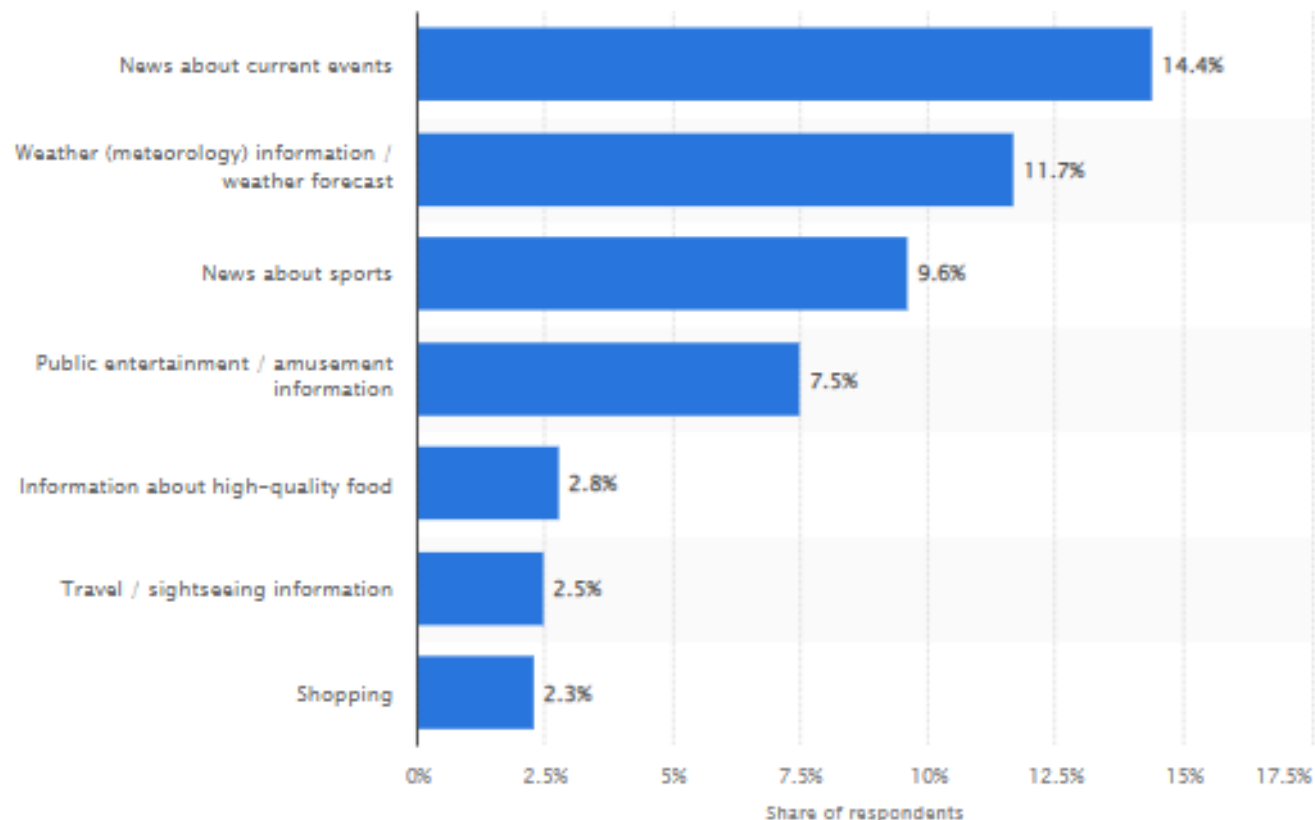


Fuji Television is the leading commercial broadcaster in the Japanese media industry. Owned and operated by the Fuji Television Network, Inc., Fuji TV it is the flagship station of the Fuji News Network and the Fuji Network System.

# Radio Consumption

THE TOP STATIONS PROVIDE THE HIGHEST REACH BY ANY MEDIA IN JAPAN

## Radio Consumption By Information Type 2021

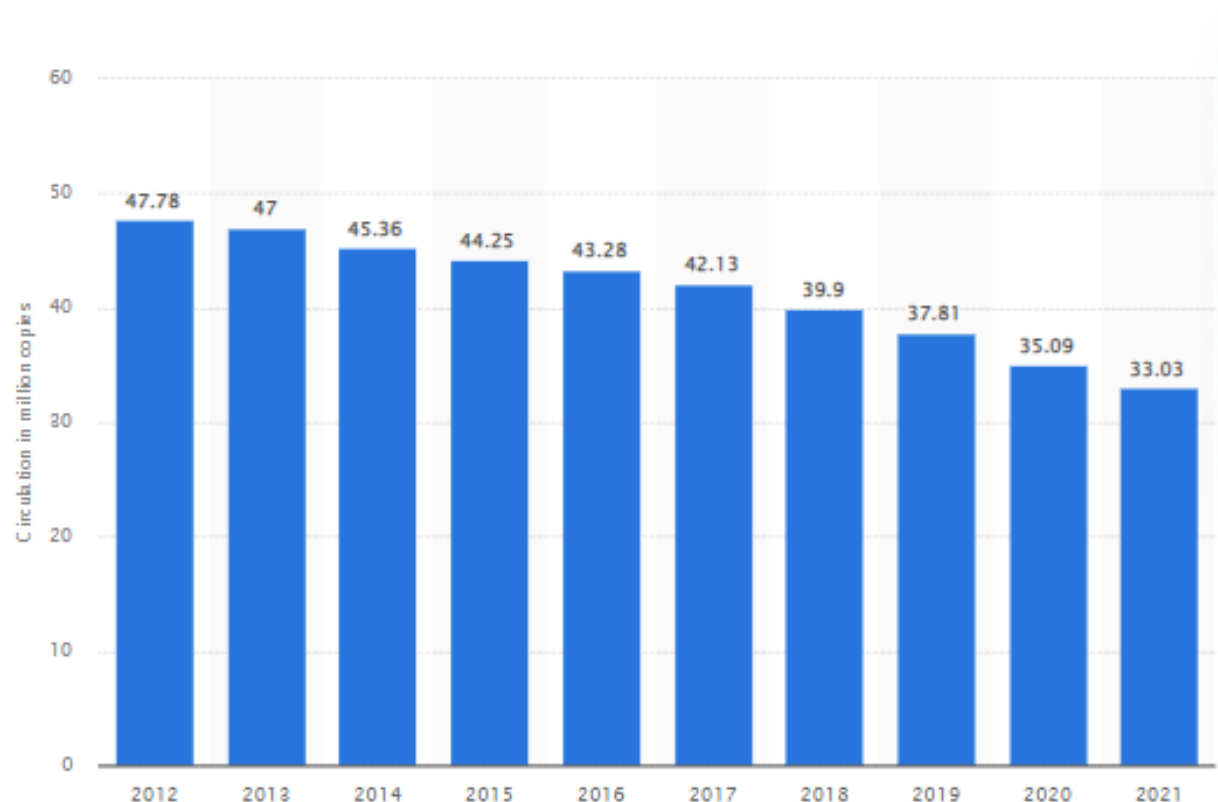


- More than 14% of respondents use radio as a source of information about current events.
- At the same time, 11.7% of respondents answered that they use radio programs to gain information about the weather.
- Roughly 32% of the Japanese population listened to radio on a weekly basis. NHK's radio station, however, maintains a steady listenership.

# Print Consumption

DECLINING NUMBERS BUT LEADER IN CREDIBILITY

## Total newspaper circulation in Japan from 2012 to 2021



- The total newspaper circulation in Japan amounted to about 33 million copies in 2021, which constituted a decrease of more than two million copies compared to the previous year.

# Print Consumption

## TOP PRINT PUBLICATIONS

### Yomiuri Shimbun

Daily audience: 13 million

The Yomiuri Shimbun is credited with having the largest newspaper circulation in the world. The paper is printed twice a day and in several different local editions. The orientation is rather conservative. Offshoots of the Yomiuri are the English-language The Daily Yomiuri (circulation: 44,000) and the Yomiuri Weekly



### Asahi Shimbun

Daily audience: 9 million

A nationwide Japanese daily newspaper, one of the "big three" in influence and circulation, printed in Tokyo, Ōsaka, and several other regional centres and also as an English-language-edition daily in Tokyo. In cooperation with the International Herald Tribune, the Asahi also produces an English language edition. The Asahi Group also owns TV Asahi. Circulation: 8.3 million



### Mainichi Shimbun

Circulation: 4.5 million

The Mainichi Shimbun is one of the major newspapers in Japan, published by The Mainichi. It is one of Japan's three largest newspapers in terms of circulation and number of employees. With its thorough coverage and generally progressive editorial outlook, Mainichi has appealed to a largely middle-class readership; since the 1970s it has had a steady circulation of around five million.



# Print Consumption

## TOP PRINT PUBLICATIONS

### ***The Nikkei***

Frequency: Daily

Circulation: 2.7 million, 3.2 million (digital)

The Nikkei stands alone as Japan's leading business daily newspaper and provides a wealth of economic information nationwide, supplying the latest news coverage via its morning and afternoon editions. The Nikkei's independent, global news-gathering network generates a wealth of in-depth reports and quality information on the economy, politics, markets and finance, industries and companies.



### ***Japan Times***

Frequency: Daily

Circulation: 50,000

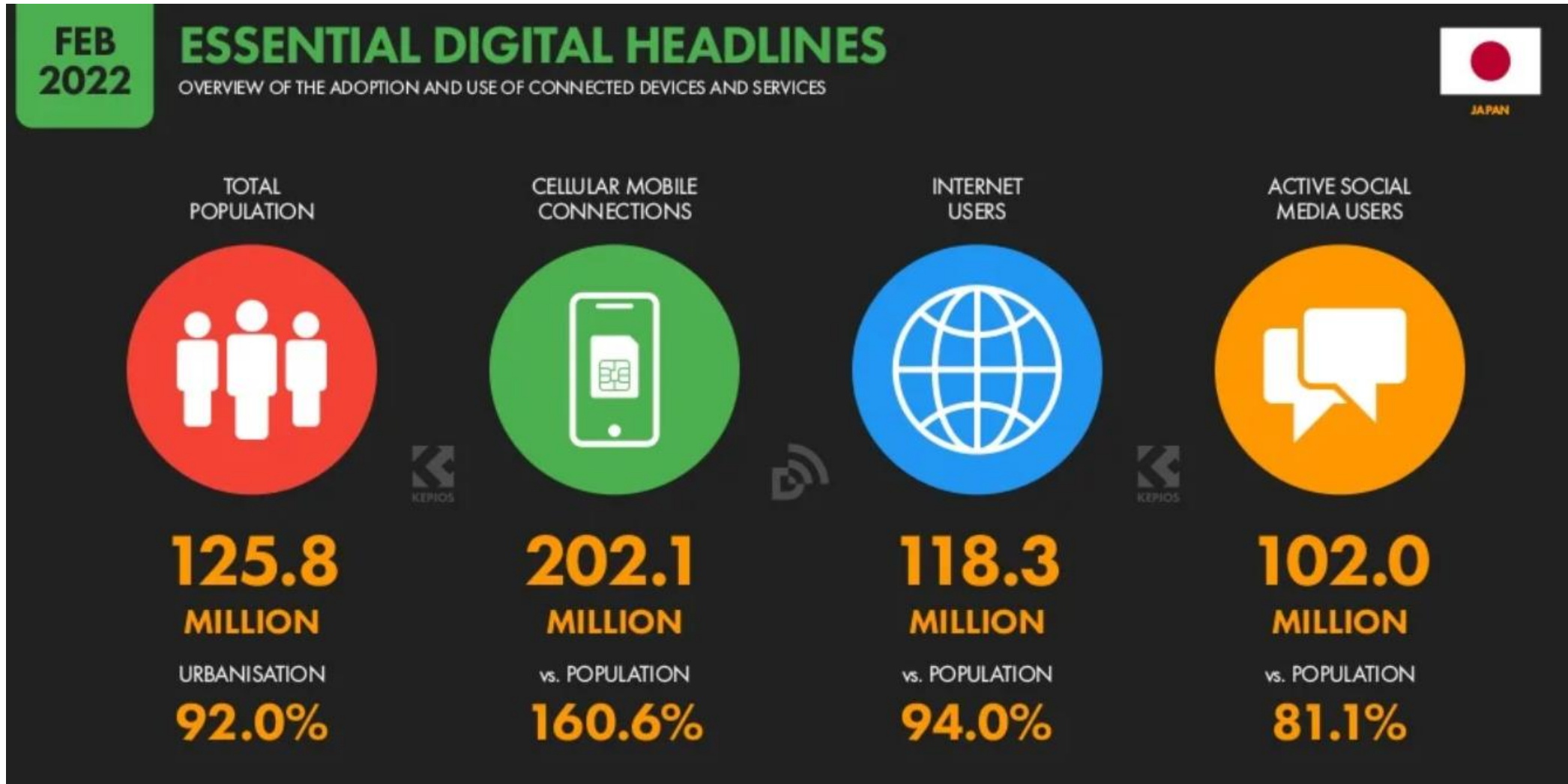
Language: English

The Japan Times is an English-language newspaper published in Japan. Unlike its competitors, it is not affiliated with a Japanese-language media organization. It is published by The Japan Times, Ltd. which publishes three periodicals: The Japan Times, an English-language daily broadsheet; The Japan Times Weekly, an English-language weekly in tabloid form; and Shukan ST, a weekly in tabloid format, targeted at Japanese learning English.



# Digital Consumption

FASTEST GROWING MEDIUM IN JAPAN



# Digital Consumption

## MOST POPULAR WEBSITES

FEB 2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

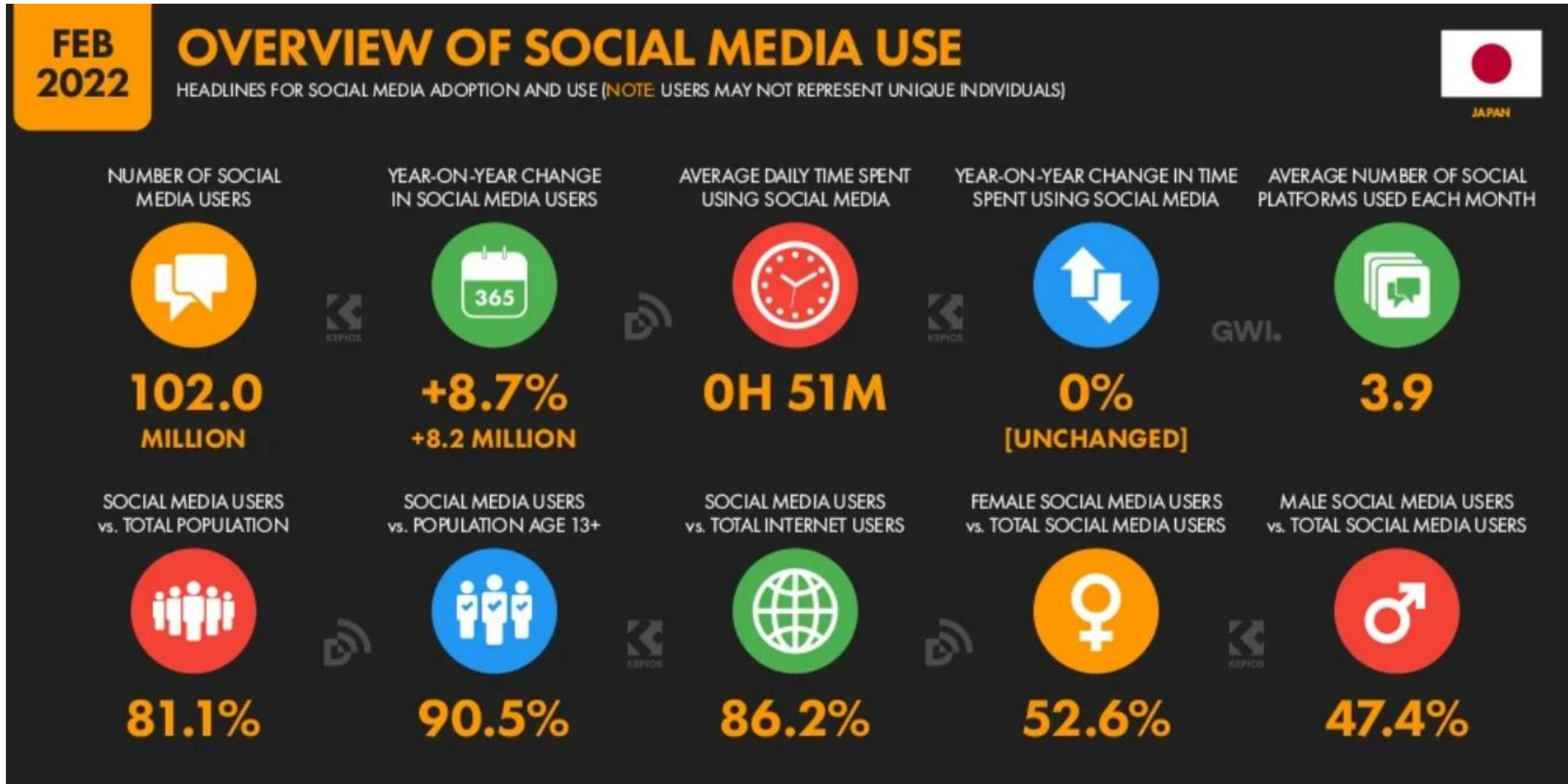
  
JAPAN

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	41.9B	61.6%	38.4%	12M 07S	8.82
02	YAHOO.CO.JP	27.3B	68.4%	31.6%	9M 22S	6.84
03	YOUTUBE.COM	14.5B	19.0%	81.0%	24M 03S	11.18
04	TWITTER.COM	11.7B	54.4%	45.6%	11M 20S	11.60
05	NEWS.YAHOO.CO.JP	10.5B	60.3%	39.7%	6M 32S	4.45
06	DOCOMO.NE.JP	7.93B	98.8%	1.2%	3M 42S	4.48
07	AMAZON.CO.JP	7.20B	44.5%	55.5%	6M 59S	7.87
08	RAKUTEN.CO.JP	6.80B	67.6%	32.4%	6M 19S	7.59
09	WIKIPEDIA.ORG	5.72B	72.3%	27.7%	3M 32S	2.58
10	GOOGLE.CO.JP	4.24B	36.4%	63.6%	8M 17S	15.32

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	FC2.COM	3.89B	65.1%	34.9%	6M 02S	4.73
12	AUONE.JP	3.79B	98.8%	1.2%	3M 32S	4.01
13	LIVEDOOR.JP	3.62B	66.9%	33.1%	6M 18S	3.11
14	PIXIV.NET	2.98B	82.3%	17.7%	11M 15S	7.84
15	SYOSETU.COM	2.76B	90.3%	9.7%	26M 58S	11.53
16	TRILLTRILL.JP	2.63B	90.2%	9.8%	2M 05S	1.21
17	AMEBLO.JP	2.59B	82.5%	17.5%	3M 44S	3.00
18	FACEBOOK.COM	2.51B	54.2%	45.8%	5M 57S	5.39
19	INSTAGRAM.COM	2.39B	72.3%	27.7%	4M 35S	6.20
20	LINE.ME	2.35B	93.9%	6.1%	1M 03S	1.93

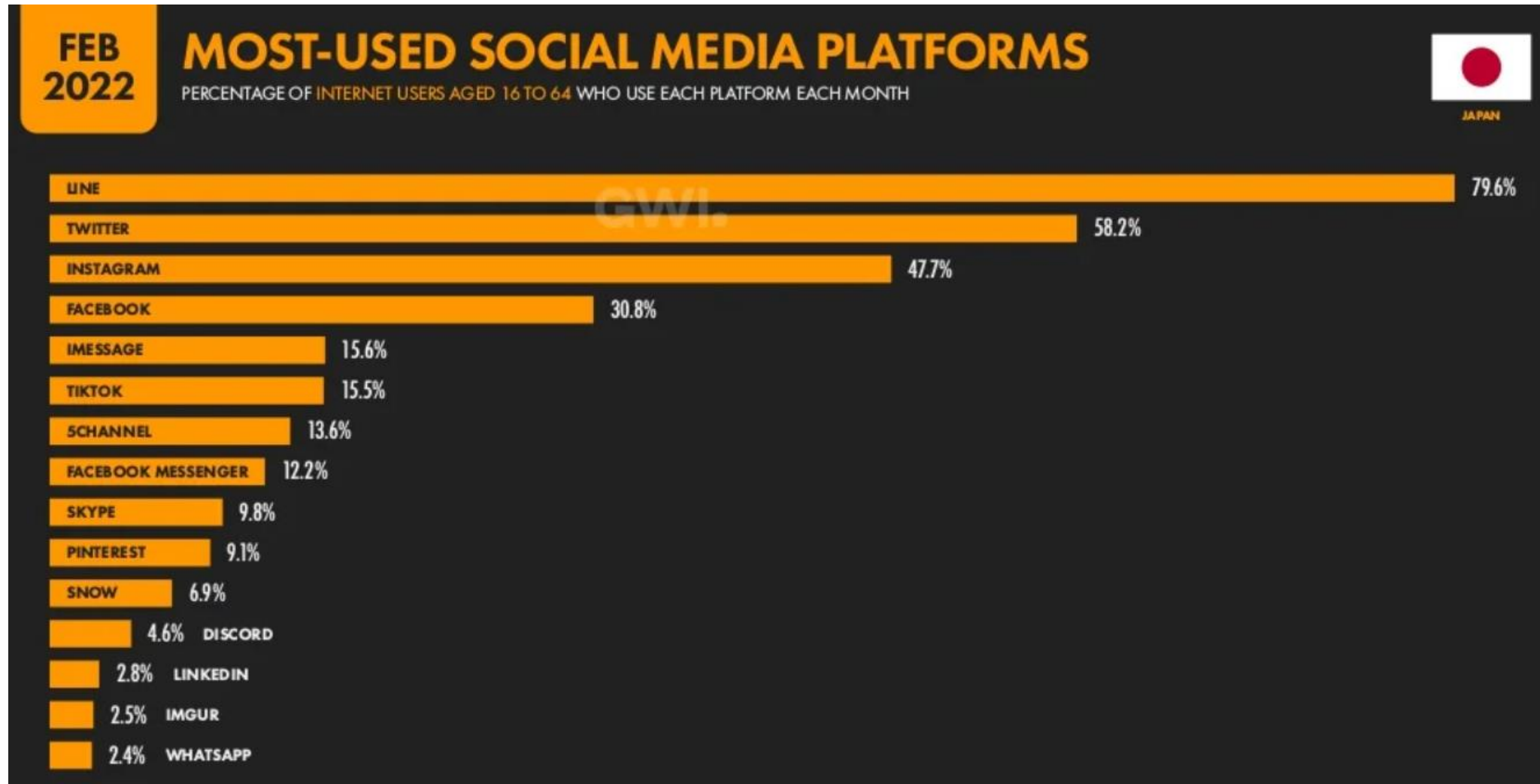
# Digital Consumption

SOCIAL MEDIA USERS IN JAPAN INCREASED BY 8.2 MILLION (+8.7 PERCENT) BETWEEN 2021 AND 2022



# Digital Consumption

LINE HAD 89 MILLION USERS IN JAPAN AT THE START OF 2022



# Let's Discuss

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